

Jackson Hole Travel and Tourism Joint Powers Board
Regular Meeting Minutes
July 12, 2018

A regular meeting of the Jackson Hole Travel and Tourism Joint Powers Board was held on July 12, 2018 at the Town council chambers, Jackson, WY.

Call to Order/Pronouncement of Quorum:

The regular meeting was called to order at 3:01 p.m. by Chairman Gallagher. A quorum was present with board members including; Willi Brooks, Crista Valentino, Brian Modena and Alex Klein. Cory Carlson was absent. Erik Dombroski was present as the newest appointed board member. Also present was Attorney Weisman and County Commissioner Rhea.

Public comment:

There was no public comment.

Approval of June 14, 2018 regular meeting minutes:

Klein made a motion to approve June 14, 2018 meeting minutes, seconded by Willi Brooks, there was no discussion, motion carried.

Voucher Review and Approval:

Treasurer Klein motioned to approve vouchers #2432-2447 in amount of \$804,213.48. Modena seconded, no discussion, motion carried.

Treasurer's update:

Treasurer Klein reported that the JHTTB had not received the collections report yet, however we are still projecting a nice increase YOY in tax collections and our reserve account should end with about \$2.4 million. Collections are up 17% versus last year's collections. May was strong and June was flat in occupancy.

Officer Slate:

Klein made a motion to approve the slate of officers presented to include; Brian Gallagher as Chair, Cory Carlson as Vice-Chair, Erik Dombroski as Treasurer and Brian Modena as Secretary. Valentino seconded the motion, vote taken, motion passed unanimously.

JHTTB Event committee members:

Klein made a motion that the Marketing committee remains as is with Brian Modena, Chair, Cory Carlson, Crista Valentino and Kate Sollitt. Klein presented that the event committee consist of Willi Brooks as Chair, with Alex Klein and Erik Dombroski to serve on the committee along with community members Chris Hanson, Anne Bradley, Kristan Clarke Burba. Motion was made to approve as presented, seconded by Valentino, motion carried.

Jackson Hole Chamber of Commerce Agreements:

Sollitt presented the updated JH Chamber of Commerce agreements that had been reviewed by the county attorney and the President of the Chamber. The only changes versus last year was the amount and a few items added to scope of work including the Meltwater PR monitoring, partial funding of Visitor services arm at National Elk refuge offices and providing visitor services at the

airport in the winter months. Attorney Weisman suggested approving each agreement separately. Brooks made a motion to approve the Destination Sales Agreement in the amount not to exceed, \$296,058.00 seconded by Klein, no public comment, motion carries. Brooks made a motion to approve the Visitor Services Agreement in the amount not to exceed, \$461,622 seconded by Modena, no public comment, motion carries. Brooks made a motion to approve the Events Coordinator Agreement in the amount not to exceed, \$57,750, seconded by Valentino, no public comment, motion carries.

Committee Updates – Special Events –

Mo Murphy informed the board that contracts for the next round of sponsorship funding have been sent and she is still waiting on a few wrap-up reports from the last funding cycle. Murphy reminded the board that she and Sollitt will conduct two mandatory meetings to review sponsorship and reimbursement guidelines with those who have received sponsorship awards.

Marketing committee –

Modena and Sollitt presented the budget and rough creative for a Stay Wild Canvas bag to distribute to visitors. The Town & County are planning a ban on plastic bags so the TTB is getting ahead of the process and producing and distributing reusable canvas bags for the visitors to use and take home. The bags will be branded with Jackson Hole and Stay Wild on one side and have a sustainability message on the back side. The marketing committee requested funds to come out of reserves in the amount not to exceed \$60,000 to produce the bags. The bags will be free to locals and visitors. Klein made the motion to approve the funding not to exceed \$60,000 from reserves, seconded by Brooks, motion carried. Discussion included not forcing bags on visitors and locals, they have to ask for this, tracking, stuffing vs. not stuffing with items, monitoring waste and/or disposal of bags, is this the role of the JHTTB. The added value of the bags is when the visitor returns home with a nicely designed bag with Jackson Hole, they will promote JH and provide a personal referral which is very valuable. The bags will be for locals and visitors alike. Anna Olson President, JH Chamber suggested the board contact Johnny Zeem with the town who is currently working on the ordinance

Matters from the Board & Consultant:

Klein reviewed with board some of the discussions at the Joint sustainability meeting held Monday. Curious to see what role the Joint board wants the JHTTB to play. Klein indicated that it is important for the JHTTB to have a seat at the table and an honor, but they cannot and should not lead. This board addresses sustainability from an economic position with the goal of providing a year-round economy for the workforce. There are many great initiatives currently happening in the community. Hopefully the town and county are realistic in their expectations. Board doing work now towards sustainability, especially in driving and promoting shoulder season visitation only, supporting cultural and historical events, and having local influencers tell the Jackson Hole story. The JHTTB cares greatly about the sustainability initiatives in our community as we all live in this community. Modena updated board on recent general data protection laws that were passed in the EU and are being strictly enforced. The marketing committee is working with Colle McVoy to make sure we are abiding by the new website rules.

Klein made a motion to adjourn, seconded by Brooks, meeting adjourned 3:54 p.m.

Adjourned

Respectfully Submitted:

Brian Modena, Secretary, Date

Approved by the Board August 9, 2018 as evidenced by the Chairman's signature below and attested to by the Board Secretary:

Attested

Brian Gallagher , Chair Date

Brian Modena, Secretary, Date